



## INVITATION TO BID FOR TRI-MEDIA MONITORING SERVICES

1. The Philippine Information Agency (PIA) intends to apply the sum **NINE HUNDRED THOUSAND PESOS (Php 900,000.00)** being the Approved Budget for the Contract (ABC) as payment under the contract Tri-Media Monitoring Services as part of its Social Security System project. Bids received in excess of the ABC shall be automatically rejected at bid opening.
2. The PIA now invites bids for the following Terms of Reference (TOR):

The supplier must provide the following:

- a. Monthly media monitoring report containing media content and performance analyses.
- b. The media content analysis report should contain:
  - i. Volume Analysis.
  - ii. Performance Trends
  - iii. Tonality score
  - iv. Media ROI
- c. Media Performance Analysis Report. The media performance analysis report should show tonality and ROI contribution according to:
  - i. Media Type
  - ii. Media Title
  - iii. Journalist
  - iv. Dominant News Types and Stories
  - v. Evaluation of Messages and Message SourcesThe monthly report should be submitted within 4 to 6 weeks after the end of each covered period, with an option to request the provider to conduct a live presentation of the results every quarter.
- d. Daily summary report.
  - i. Relevant newspaper articles should be reported by 8:00a.m on weekdays and 2:00p.m on weekends and public holidays.
  - ii. Relevant broadcast news from morning programs should be reported by 2:00p.m on the day of the broadcast, while broadcast news from afternoon to evening programs should be reported by 7:00a.m the following day.
  - iii. Relevant magazine news should be reported within 5 working days after receipt of copy.
  - iv. Breaking online news materials should be uploaded and reported continuously throughout the day.
- e. Dashboard. Provide complete database and generate real-time reports per media coverage and analytics specified. Zero system downtime. News Archive – Minimum 6 months

Consultancy is required within a period of one (1) year upon receipt of Notice to Proceed. The description of an eligible bidder is contained in the Bidding Documents, particularly, in Section II. Instructions to Bidders.

3. Bidding will be conducted through open competitive bidding procedures using a non-discretionary “pass/fail” criterion as specified in the Implementing Rules and Regulations (IRR) of Republic Act (RA) 9184, otherwise known as the “Government Procurement Reform Act”

Bidding is restricted to Filipino citizens/sole proprietorships, partnerships, or organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines, and to citizens or organizations of a country of which grant similar rights or privileges to Filipino citizens, pursuant to RA 5183 and subject to Commonwealth Act 138.

4. Interested Bidders may obtain a complete set of Bidding Documents starting **December 19, 2014 to February 02, 2015** upon payment of a non-refundable fee in the amount of **One Thousand Pesos** (Php1,000.00) from the PIA Cashier Section, 3F PIA Central Office, Visayas Avenue, Diliman, Quezon City.
5. The PIA will hold a Pre-Bid Conference open to all interested parties on **January 16, 2015, 10:30a.m** at the 3F Conference Room PIA Central Office, Visayas Avenue, Diliman, Quezon City.
6. Bids must be delivered to the PIA, BAC Secretariat, 2F Administrative Division, PIA Central Office, Visayas Avenue, Diliman, Quezon City on or before **February 02, 2015 at 12:00n**. All Bids must be accompanied by a bid security in any of the acceptable forms and in the amount stated in ITB Clause 18. Late bids shall not be accepted.

Bid opening shall be **February 02, 2015, 2:00p.m** at the 3F Conference Room, PIA Central Office, Visayas Avenue, Diliman, Quezon City. Bids will be opened in the presence of the Bidders' representatives who choose to attend.

7. The Bids and Awards Committee of the Philippine Information Agency reserves the right to accept or reject any bid, to annul the bidding process, and to reject all bids at any time prior to contract awards, without thereby incurring any liability to the affected bidder or bidders.
8. For further information, please refer to:

**MR. ABDULLAH G. MAMACOTAO**  
Head, BAC Secretariat  
2F Administrative Division, PIA Central Office  
Visayas Avenue, Diliman, Quezon City  
Tel Nos: (02) 920-4345 and 920-4339  
Email Address:

**(Sgd.) RIZA J. BALDORIA**  
Regional Director, NCR  
Chairman, Bids and Awards Committee

Approved:

**(Sgd.) JOSE MARI M. OQUIÑENA**  
Director-General  
Head of Procuring Entity